Getting Started with Bloomberg

Bloomberg Fundamental Training

Bloomberg Product Specialist
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6 May 2025

Agenda

1. Fundamental Function

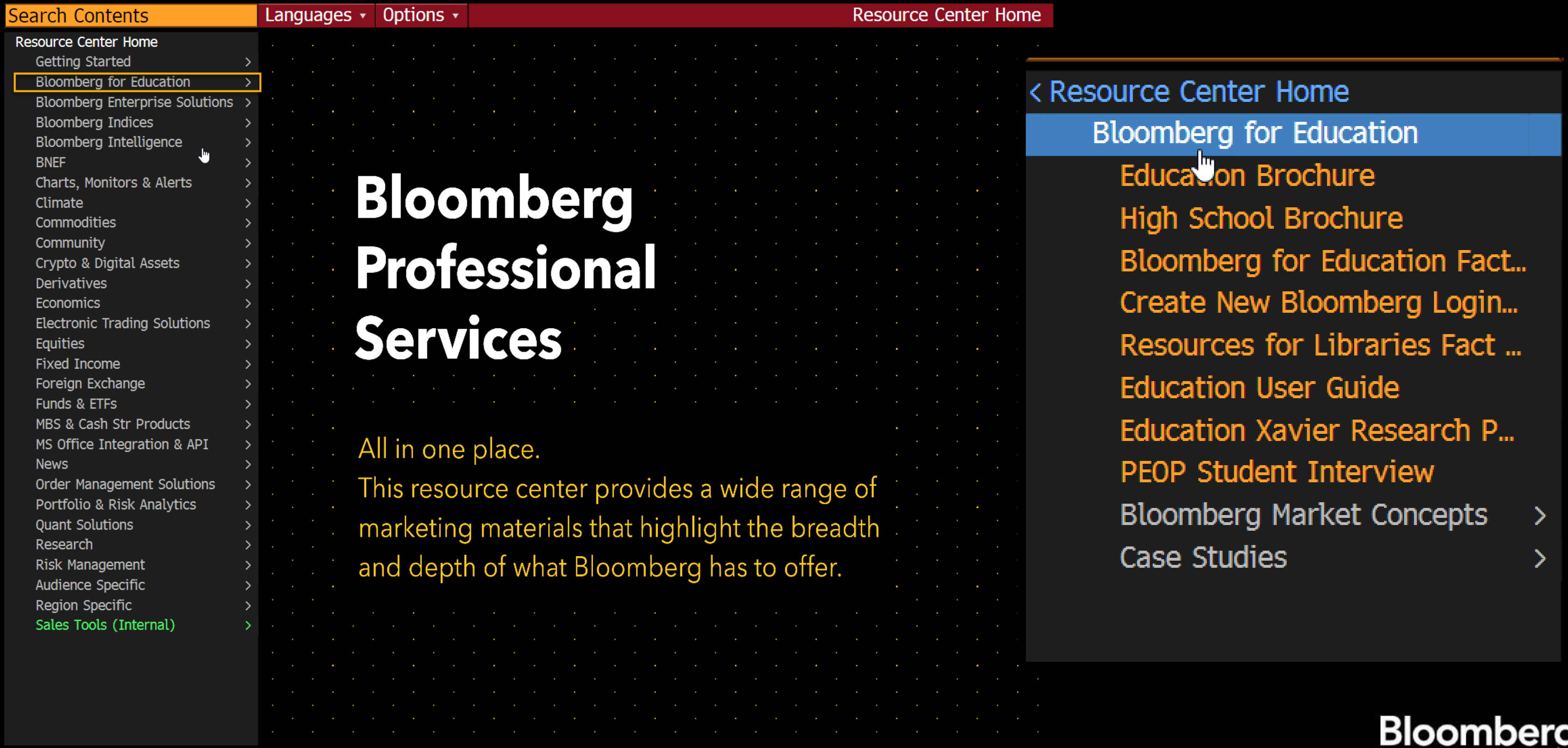
2. API Introduction

3. Bloomberg Certificate

1. Fundamental Function

Resource Center Home {BPS <GO>}

- Learn about all the product the functionality available in Bloomberg
- Bloomberg for Education



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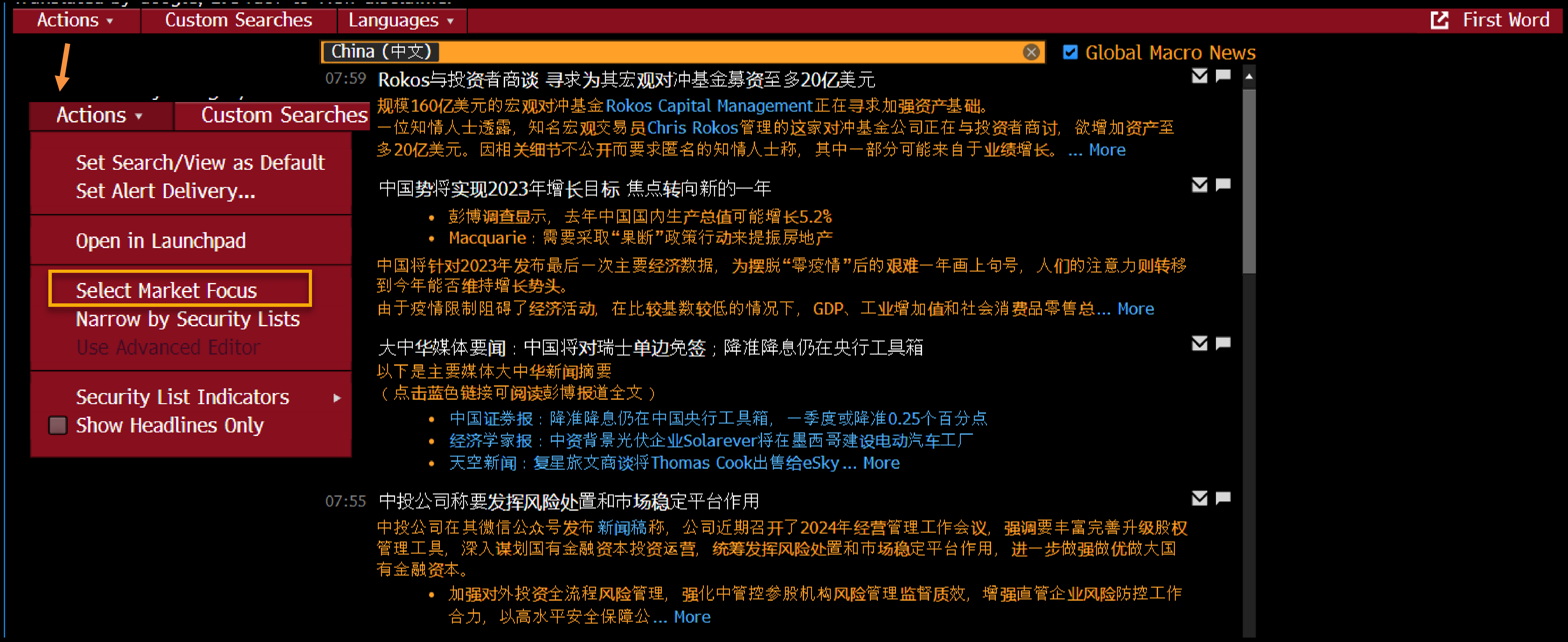
First Word {FIRS <GO>}

- First Word Stories from Bloomberg News Editors
- Highlight keywords for fast reading



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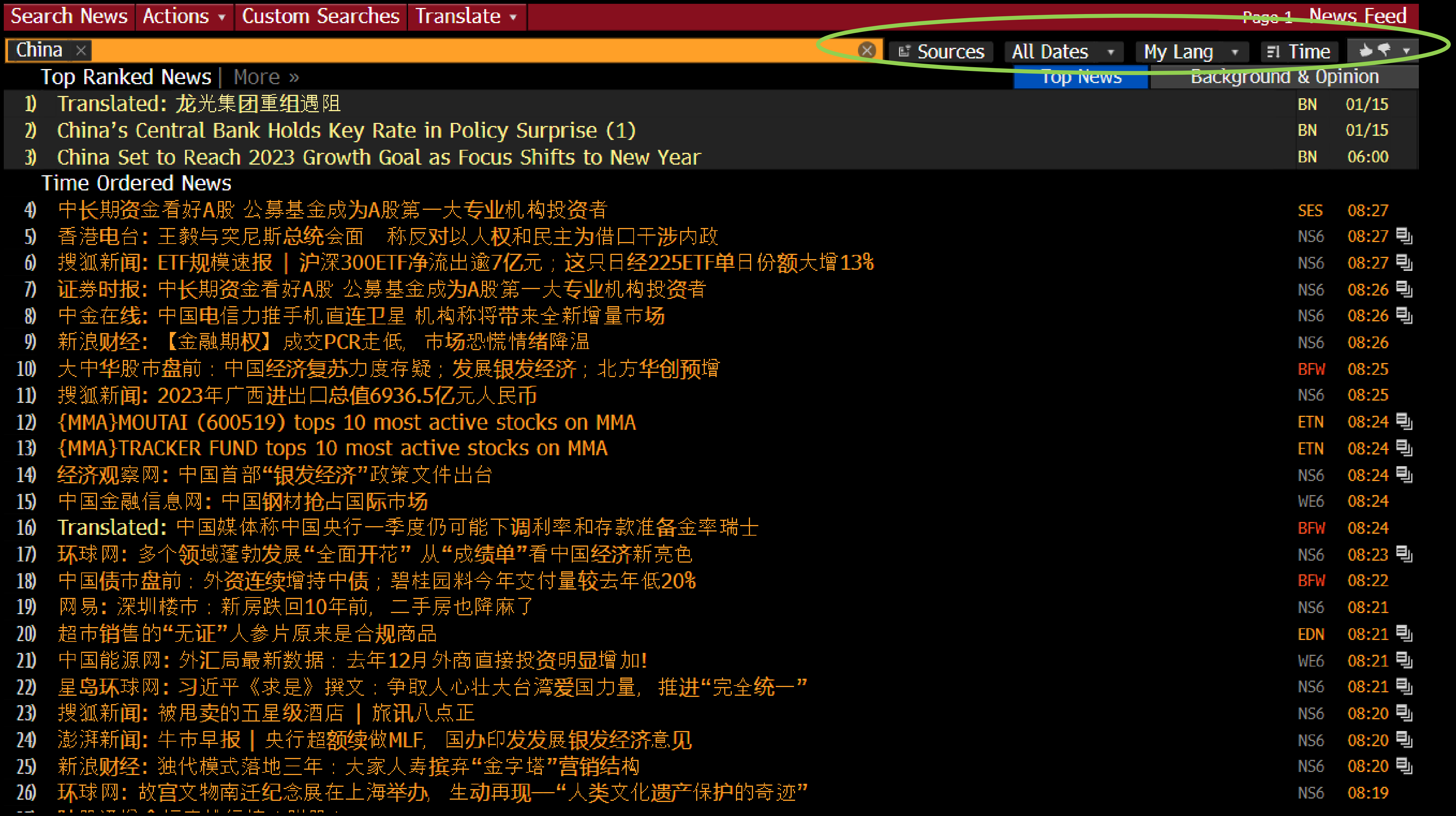
NSE News Feed {N ON CHINA / NI CHINA <GO>}

- Based on the search for keywords(Region, Company, People..)



Bloomberg

Bloomberg Intelligence {BI <GO>}

- Provide research/data/chart on industry, economic and strategy
- From Bloomberg Intelligence team

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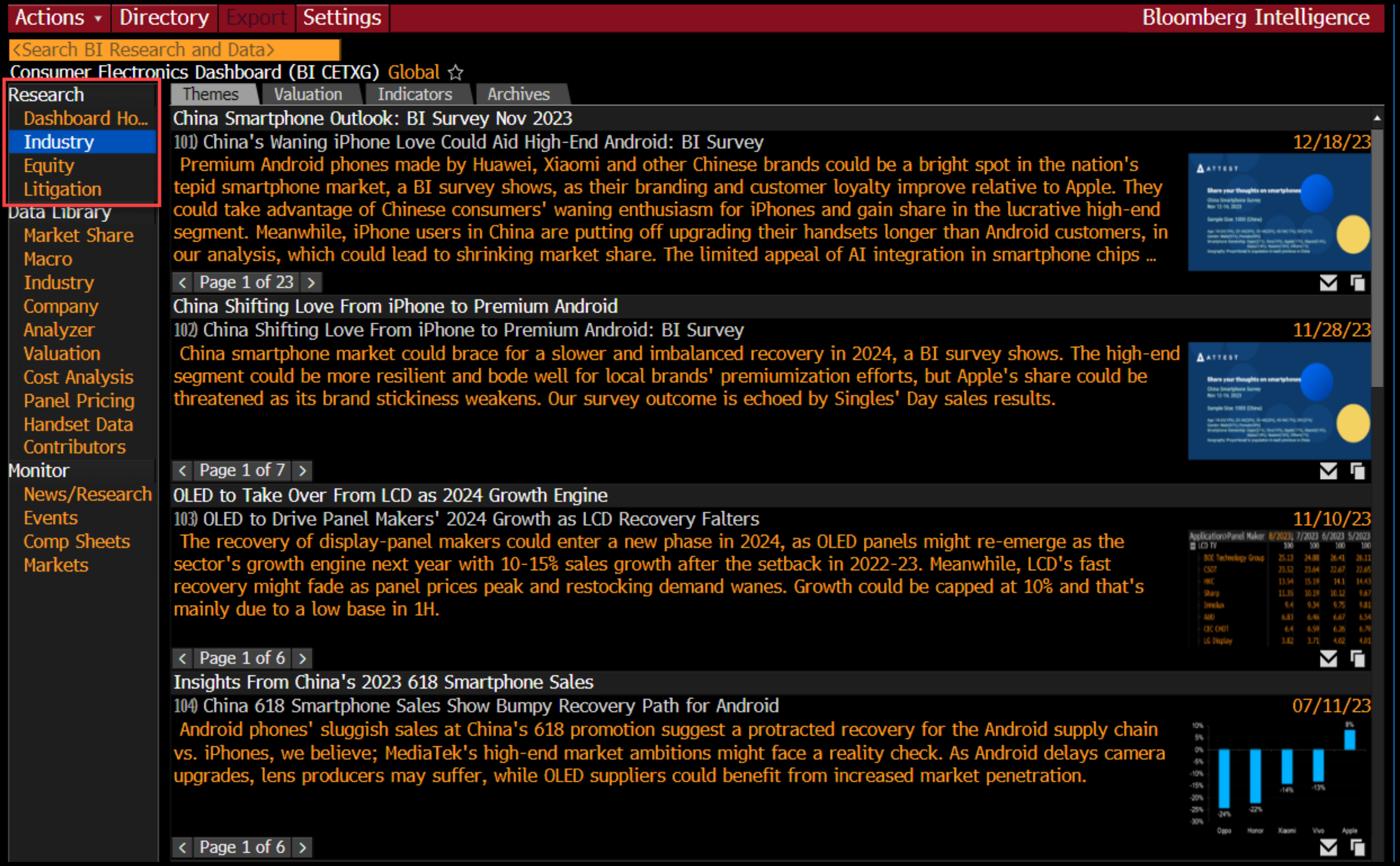

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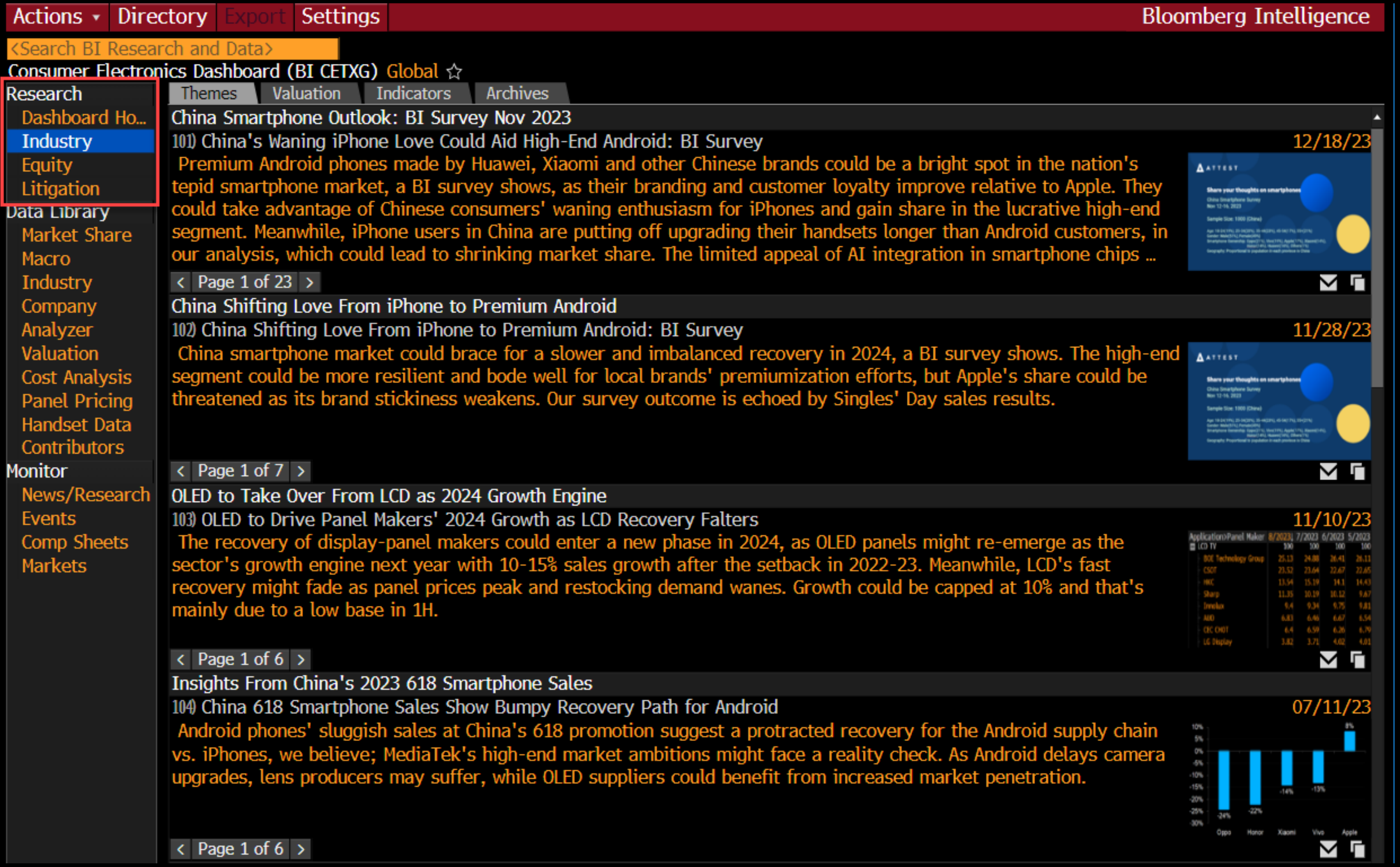
Bloomberg Intelligence {BI <GO>}

- Industry research report



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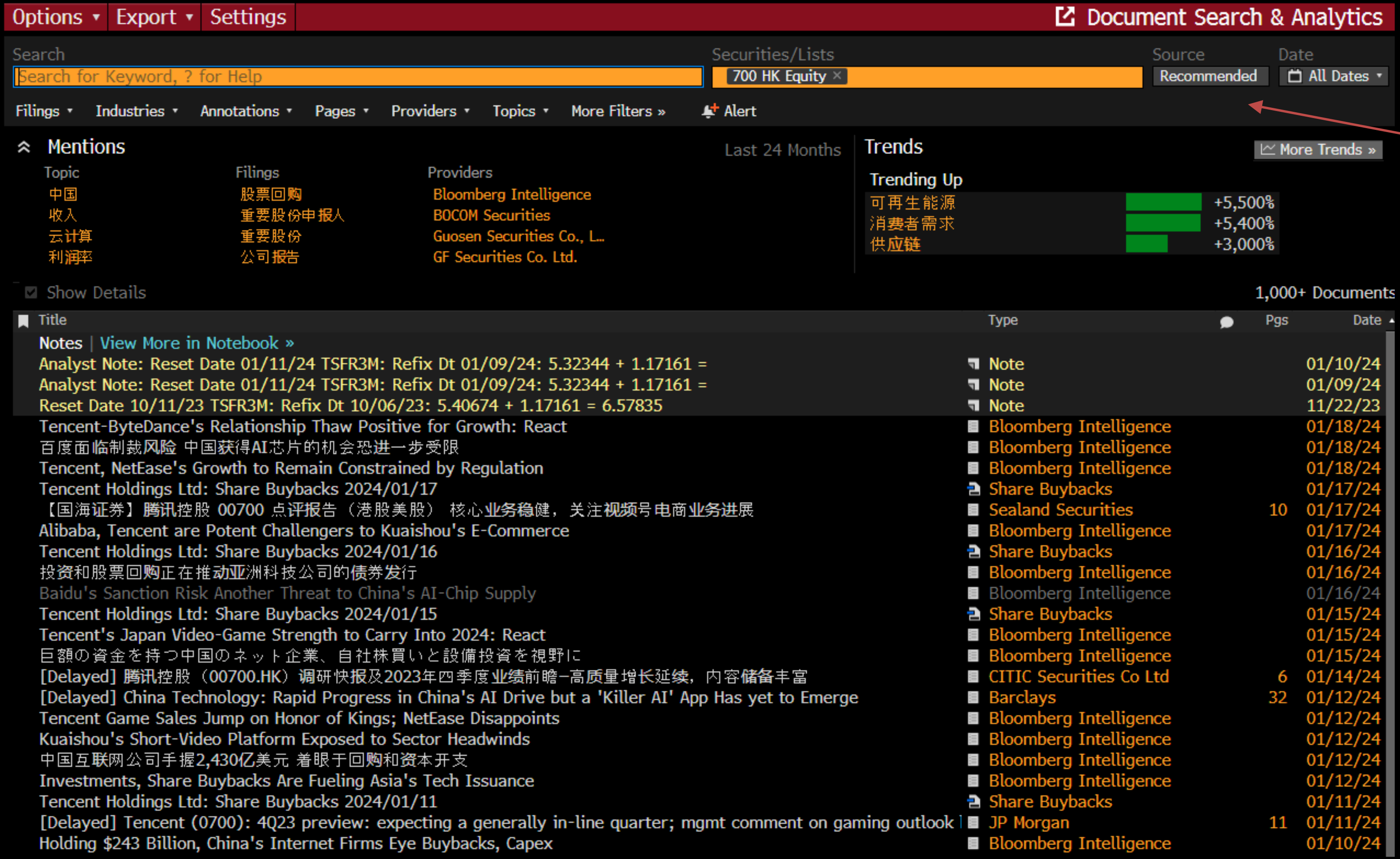
Bloomberg Intelligence {BI BBYJ <GO>}

- Chinese Version BI, translate by internal translation team for accuracy

Filing Search {DS <GO>}

- Can be retrieved from a diverse collection of files from over 1500 providers to discover files that support your analysis



Change the type to corporate filing, research..

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Economic Database {ECST <GO>}

- Current and History Data Available for different countries

Search | Settings ▾ | World Economic Statistics

Standard Views | Custom Views | Economic Reports

China | Browse

- Key Indicators
- ⊞ National Accounts (GDP)
- ⊞ Prices
- ⊞ Labor Market
- ⊞ Retail & Wholesale Sector
- ⊞ Industrial Sector
- ⊞ Services Sector
- ⊞ Whole Economy Activity
- ⊞ Surveys/Cyclical Indicators
- ⊞ Housing and Real Estate
- ⊞ Personal/Household Sector
- ⊞ Intl Trade & BoP
- ⊞ Government Finance & Debt
- ⊞ Monetary Sector
- ⊞ Financial Indicators
- ⊞ Demographics

Key Indicators - China 08/18/2023 - 01/18/2024

	Text	Ticker	Dec (2023 Q4)	Nov (2023 Q4)	Oct (2023 Q4)	Sep (2023 Q3)	Aug (2023 Q3)
	National Accounts						
101)	Real GDP (yoy %)	CNGDPYOY I...	5.2			4.9	
102)	Real GDP (yoy %, yearly)	GDPNTTLY In...	5.2				
103)	Nominal GDP by Expenditure (CNY bn)	CNNGPQ$ In...	34789.00			31999.23	
104)	Nominal GDP (yoy %, yearly)	GDPOTTLY In...	--				
105)	Beijing Real GDP (yoy %, cumulative)	CNBJGDPY I...	--			5.1	
106)	Beijing Nominal GDP by Industry (CNY bn)	CNBJGDP In...	--			31723.1	
107)	Tianjin Real GDP (yoy %, cumulative)	CNTJGDPY I...	--			4.6	
108)	Tianjin Nominal GDP by Industry (CNY bn)	CNTJGDP In...	--			12252.61	
109)	Hebei Real GDP (yoy %, cumulative)	CNBHYTDY I...	--			5.2	
110)	Hebei Nominal GDP by Industry (CNY bn)	CNBHYTD In...	--			31776.60	
111)	Shanxi Real GDP (yoy %, cumulative)	CNXHYTDY I...	--			--	
112)	Shanxi Nominal GDP by Industry (CNY bn)	CNXHYTD In...	--			--	
113)	Jilin Real GDP (yoy %, cumulative)	CNJLGDPY In...	--			5.8	
114)	Jilin Nominal GDP by Industry (CNY bn)	CNJLGDP Ind...	--			9935.68	

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Economic Forecast {ECFC <GO>}

- Show economic forecast for different countries and know about the trend

96) Chart | 97) Set as Default View | Disclaimer | Economic Forecasts

Country/Region/World | Contributor: Contributor Composite | Yearly | Quarterly

China | Browse | Private | Official

Actual / Forecasts | Probability of Recession 15.0%

Indicator	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Economic Activity										
Real GDP (YoY%)	6.8	6.9	6.7	6.0	2.2	8.4	3.0	5.2	4.5	4.3
Fixed Asset Investment (Y…							5.5	3.5	4.5	4.5
Industrial Production (YoY…	6.2	6.6	6.1	5.8	5.1	6.7	3.0	4.4	4.5	4.2
Retail Sales (YoY%)							1.3	7.6	6.0	5.6
Price Indices										
CPI (YoY%)	2.0	1.6	2.1	2.9	2.5	0.9	2.0	0.2	1.4	1.8
PPI (YoY%)							4.3	-3.0	0.6	1.5
Labor Market										
Unemployment (%)			4.9	5.2	5.2	5.1	5.5	5.2	5.0	5.1
External Balance										
Curr. Acct. (% of GDP)	1.7	1.5	0.2	0.7	1.7	2.0	2.2	1.5	1.2	1.1
Export Trade (YoY%)							8.0	-4.2	2.4	3.1
Import Trade (YoY%)							2.4	-5.3	2.8	2.4
Fiscal Balance										
Budget (% of GDP)	-3.8	-3.7	-4.1	-4.9	-6.2	-3.8	-4.7	-5.0	-5.0	-5.0

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Financial Analysis {FA<GO>}

- Include data from financial reports, set different frequency and also show estimations

700 HK Equity | 96) Actions ▾ | 97) Export ▾ | 98) Settings | Financial Analysis

Tencent Holdings Ltd IFRS 16 ? BOL Acct Mixed Periodicity Annuals Cur FRC (CNY)

1) Key Stats | 2) I/S | 3) B/S | 4) C/F | 5) Ratios | 6) Segments | 7) Addl | 8) ESG | 9) Custom | 10) Shared

11) BBG Adj Highlights | 12) BBG GAAP Highlights | 13) Company Model | 14) Earnings | 15) Enterprise Value | 16) EV Ex Operating Leases | 17) Multiples | 18) Per Share | 19) Stock Value

In Millions of CNY	2019 Y~	2020 Y	2021 Y	2022 Y	Current/LTM	2023 Y Est	2024 Y Est
12 Months Ending	12/31/2019	12/31/2020	12/31/2021	12/31/2022	09/30/2023	12/31/2023	12/31/2024
Market Capitalization	3,196,093.8	4,542,397.3	3,572,097.6	2,817,433.0	2,412,954.4		
- Cash & Equivalents	187,391.0	229,011.0	264,101.0	290,756.0	362,495.0		
+ Preferred & Other	56,118.0	74,059.0	70,394.0	61,469.0	62,431.0		
+ Total Debt	232,520.0	262,464.0	323,476.0	359,141.0	372,929.0		
Enterprise Value	3,297,340.8	4,649,909.3	3,701,866.6	2,947,287.0	2,485,819.5		
Revenue, Adj	377,289.0	482,064.0	560,118.0	554,552.0	598,773.0	613,432.4	678,720.6
Growth %, YoY	20.7	27.8	16.2	-1.0	8.1	10.6	10.6
Gross Profit, Adj	167,533.0	221,532.0	245,944.0	238,746.0	277,367.0	291,300.6	331,012.1
Margin %	44.4	46.0	43.9	43.1	46.3	47.5	48.8
EBITDA, Adj	140,395.0	174,412.0	190,929.0	184,698.0	218,188.0	211,427.2	240,279.1
Margin %	37.2	36.2	34.1	33.3	36.4	34.5	35.4
Net Income, Adj	102,378.0	118,803.3	90,654.5	74,455.8	115,531.1	155,920.4	184,216.6
Margin %	27.1	24.6	16.2	13.4	19.3	25.4	27.1
EPS, Adj	10.59	12.27	9.33	7.60	11.92	16.08	18.78
Growth %, YoY	2.3	15.9	-24.0	-18.5	97.4	111.4	16.8
Cash from Operations	149,443.0	194,806.0	175,908.0	147,447.0	204,081.0		
Capital Expenditures	-27,122.0	-39,417.0	-31,006.0	-23,205.0		-33,443.9	-38,915.7
Free Cash Flow	122,321.0	155,389.0	144,902.0	124,242.0		136,643.5	179,424.1

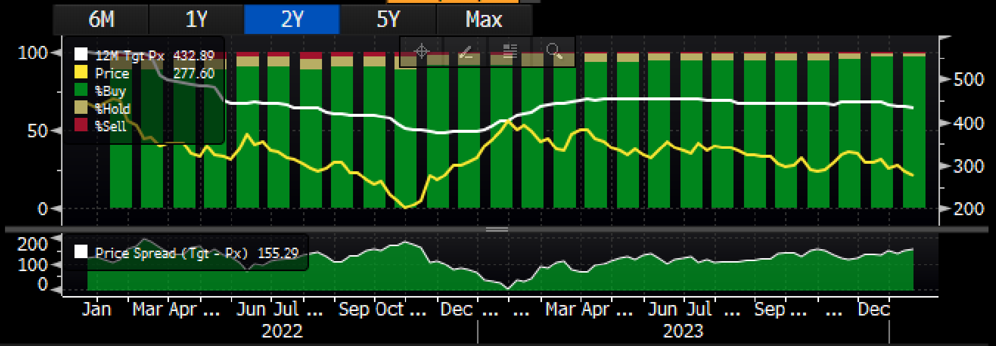
Analyst Recommendation {ANR<GO>}

• Analyst rating and target price, show recommendation of buy/sell/hold

700 HK Equity | Actions ▾ | Alert | Export | Analyst Recommendations

Tencent Holdings Ltd		
Consensus Rating	▲	4.92
Buys	97.2%	69
Holds	2.8%	2
Sells	0.0%	0
12M Tgt Px	51/74	432.89
Last Price		277.60
Pricing Currency		HKD
Return Potential		55.9%
LTM Return		-26.4%

As of 01/18/24



Showing 72 of 77 sources

	Firm	Analyst	Recommendation	Tgt Px	Date↓	1 Yr Rtn	BARR	Rank
1)	New Street Resear...	Jin Yoon	buy	450.00	01/17/24	-26.01%		
2)	Goldman Sachs	Ronald Keung	buy	426.00	01/16/24	-26.01%		
3)	Bernstein	Robin Zhu	outperform	455.00	01/16/24	-26.01%		1
4)	Mizuho Securities	James Lee	neutral	300.00	01/16/24	0.00%	2	13
5)	Daiwa Securities	John Choi	buy	405.00	01/16/24	-26.01%		20
6)	Sealand Securities	Mengzhu Chen	buy	411.00	01/16/24	-26.01%		
7)	Guotai Junan Secur...	Zhaojin Liang	overweight		01/16/24	-26.60%		
8)	HSBC	Charlene Liu	buy	380.00	01/15/24	-26.01%		10
9)	China Renaissance ...	Ella Ji	buy	430.00	01/15/24	-32.92%		9
10)	Citi	Alicia Yap	buy	497.00	01/14/24	-26.01%		
11)	Investec	David Smith	↑ buy	340.00	01/12/24	8.45%	1	5
12)	Redburn Atlantic	Xiao Sophie	buy	375.00	01/12/24			
13)	BNP Paribas Exane	William Packer	outperform	435.00	01/12/24	-26.01%		
14)	China Merchants Se...	Tommy Wong	buy	378.00	01/12/24	-27.94%		
15)	CLSA	Elinor Leung	buy	500.00	01/12/24	-26.01%		
16)	Cmb International ...	Saiyi HE	buy	465.00	01/11/24	-26.01%		
17)	Macquarie	Ellie Jiang	outperform	455.00	01/10/24			
18)	GF Securities Co. Lt...	Kuang Shi	buy	460.73	01/09/24	-26.01%		
19)	CITIC Securities Co...	Guanran Wang	buy	468.00	01/09/24	-26.01%		

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Equity Screening {EQS<GO>}

- Stock Screening by different conditions
- Backdated

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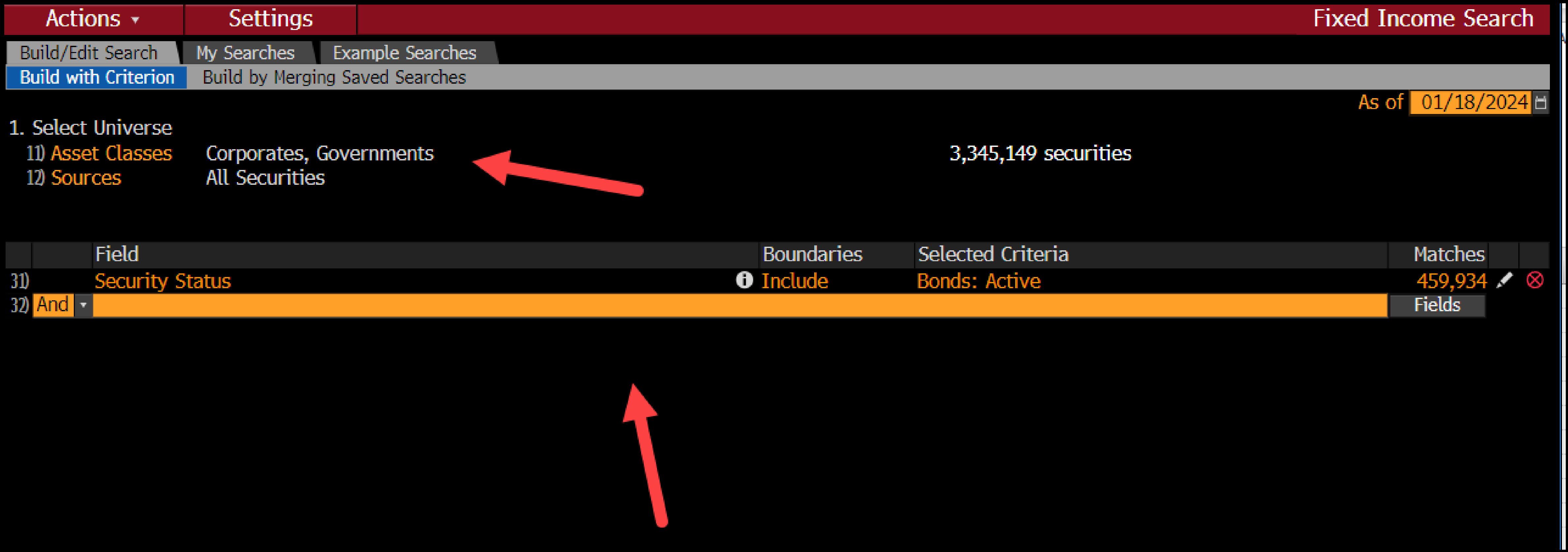
Bond Search {SRCH<GO>}

- Get bond list based on the different conditions
- AI for SRCH E.G. {SRCH CHINA BONDS MATURING IN 2023 <GO>}



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Credit Rating Profile {CRPR <GO>}

- **Current and Historical Rating Changes**

700 HK Equity | Company Tree Ratings ▾ | Alert | Page 1/1 | Credit Profile

Tencent Holdings Ltd

1) Bloomberg Default Risk | DRSK »	
2) 1 Year Default Risk	IG3
3) Bloomberg Market Implied PD | MIPD »	
5 Year Issuer PD	0.075680
Fitch	
5) Outlook	STABLE
6) LT Issuer Default Rating	A+
7) Senior Unsecured Debt	A+
8) Standard & Poor's	
9) Outlook	STABLE
10) LT Foreign Issuer Credit	A+
11) LT Local Issuer Credit	A+

Moody's	
12) Outlook	NEG
13) Issuer Rating	A1
14) Long Term Rating	A1
15) Senior Unsecured Debt	A1
S&P National	
16) Natl LT Issuer Credit	NR
17) Credit Benchmark Composites | CRDT »	
18) 6M Trend	Upgraded
19) Company Consensus*	aa-
20) Company Band	IG1
21) Bank/Contributor Count	Min
22) Level of Agreement	High
23) Search Coverage Universe | CRSR »	

*Premium Field

2. API Introduction

Field Search {FLDS <GO>}

- For more formula constructing information >> {HELP DAPI <GO>}
- Function Builder in excel

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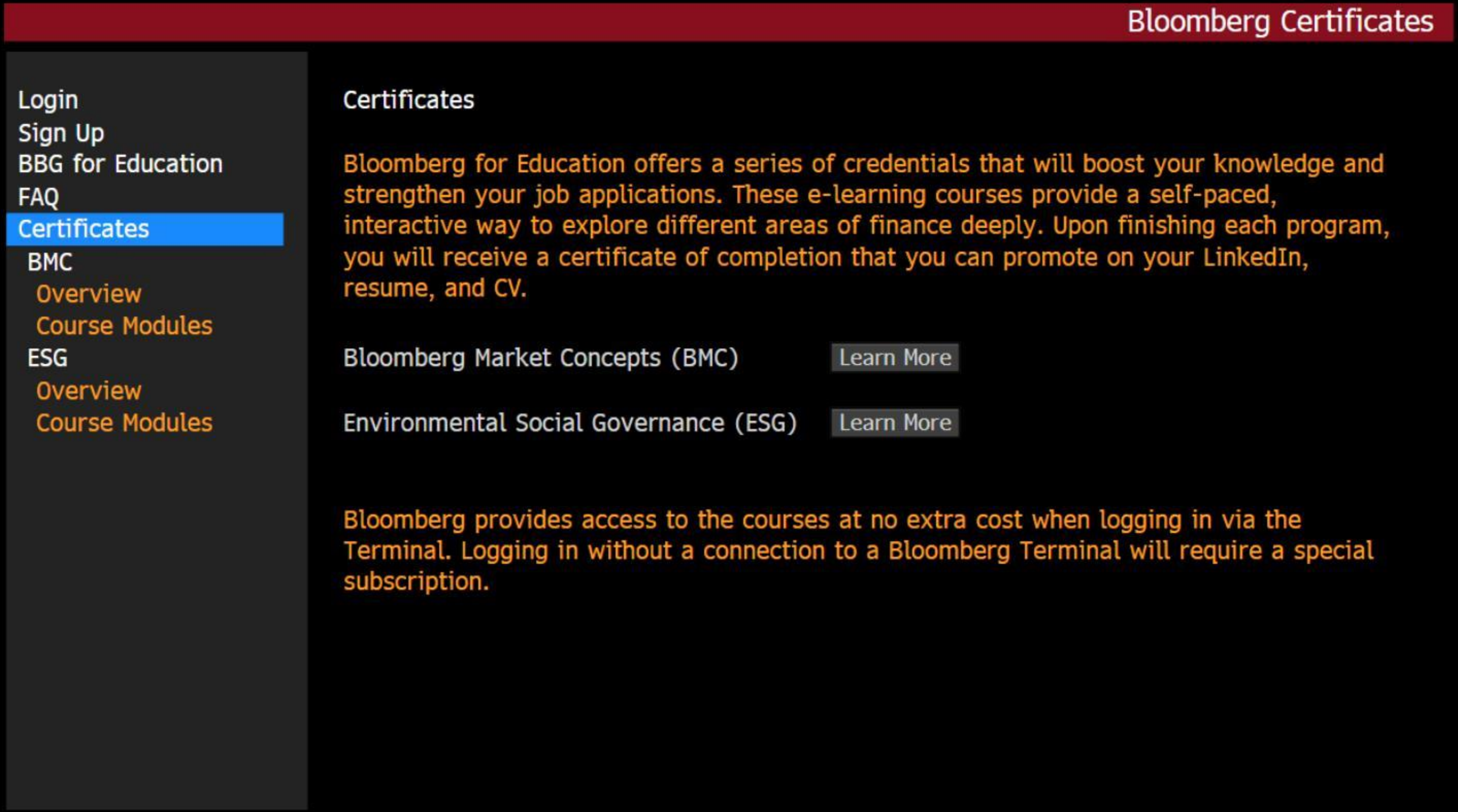
3. Bloomberg Certificate

Bloomberg Certificate {BCER <GO>}

- **Bloomberg Market Concept & Bloomberg ESG Certificate**



Thank you !

- {SMNR<GO>} For more Seminar and Events